



To enrich lives through effective and caring service



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December 19, 2011

TO: Each Supervisor

FROM: Santos H. Kreimann, Director *Santos H. Kreimann /ks*

SUBJECT: **2012 SUMMER BEACH AND HARBOR USE LICENSE SELECTION**

On August 23, 2011, your Board adopted the revised Beach and Harbor Use License Policy submitted by the Department of Beaches and Harbors (Department). The approved revisions included a revised fee schedule and a new competitive selection process for summer recreational camps and physical fitness training licensees. However, because several past permitted summer recreational operators expressed concern that they would be outbid by larger corporations and inexperienced operators, the Board approved an amendment introduced by Supervisor Knabe instructing me to report back to the Board, prior to any notification to proposed operators or the issuance of any licenses, on whether or not the selection process had a negative impact on the programs for the beach.

The competitive selection process for 2012 summer beach and harbor use licenses is complete. Application instructions were released September 6, 2011, with applications due a month later on October 6, 2011. We received 45 applications in total, with only one being disqualified because it was submitted incomplete. Of the 44 applications that met submission requirements, 25 were submitted for contested locations and 19 were submitted for uncontested locations. Contested locations are locations where two or more applications were received for the same lifeguard tower location, whereas uncontested locations are those where only one application was received for a particular lifeguard tower. Applicants were allowed to submit applications identifying their first, second and third choice locations. Those applicants that lost out on their first choice location were then considered for their second choice location and, if necessary, their third choice location. Nine applicants chose not to identify second and third choice locations, which made it more difficult to place them at a beach or Marina lifeguard tower location.

The 25 applications received for contested locations were divided among an evaluation panel of nine, consisting of employees from the cities of Malibu, Torrance, Manhattan Beach, Santa Monica, and Redondo Beach, as well as employees from the County Department of Parks and Recreation and, lastly, a Beaches and Harbors retiree. The individual evaluators were asked to identify any personal or professional links they had with the applicants. In those instances, evaluators were not assigned those particular proposals to evaluate. Applications were rated on Financial Capability, Financial Remuneration, Applicant's Experience, Safety Standards,

Operating Plans, Community Service and Responsiveness. Evaluators were asked to review and score Applicant's Experience, Operating Plans, Community Service and Responsiveness. Each contested location was assigned to three evaluators for individual scoring. Evaluators were given three weeks to review and score their assigned applications. An individual evaluator score was then assigned to each application by adding the total points given by the evaluator for all of the evaluated sections. A final evaluator score was then assigned to each individual application by calculating the average of the three individual evaluator scores received.

Department staff reviewed and scored Financial Capability and Financial Remuneration, as well as scored verification of references and Community Service gross receipts reductions. The Fire Department's Chief Lifeguard, Mike Frazer, assisted in evaluating and scoring the Safety Standards section of the applications. The applicant's identities were redacted from the material Chief Frazer evaluated to avoid any potential conflict of interest. The scores assigned by Chief Frazer and Department staff were added to the application's final evaluator score to calculate the total score for each evaluated application. The highest scoring applicant in each contested location is the one I intend to select as the 2012 summer use licensee at each location. As mentioned above, those applicants that were not the top scoring applicants for their first choice location were then considered for their second or third choice locations, which would add one more applicant at already-contested locations or convert to contested a previously-uncontested location.

Department staff reviewed and scored applications for uncontested locations in their entirety, using Chief Frazer's scoring methodology for the Safety Standards as a guide to score that particular section. Out of the 19 uncontested applications scored, all but two will be issued a license for their first choice locations, with one securing a license for its second choice location, as another applicant losing out for a first choice location identified that particular location as its second choice location and received a higher score than the initial single applicant. The other one is not being issued a permit at one location, because it is being issued three permits at other requested locations, the maximum number of permits an applicant can secure.

Most applicants were able to qualify for one of their identified preferred locations. Out of the 44 applications reviewed and scored, only ten from nine applicants will not be awarded licenses. Three applicants will receive licenses for other locations in connection with second or third applications they each submitted. Three applicants were new to our permitting/licensing and didn't submit proposals that scored as well as other applicants. The other three (four applications) have been issued permits/licenses in the past but also did not receive high enough scores to qualify for a use license at their preferred locations identified in their applications.

Attached is a listing of the 34 applications (21 applicants) that will be issued 2012 summer use licenses, as well as a listing of those applications that were not selected. Also identified on each listing is each applicant's permit status, i.e., whether or not they were issued a permit by the Department this past year or if they are new to our permitting/licensing. We believe the list

of proposed licensees presents a fair balance between the established recreational operators that have been permitted year after year by the Department and new recreational operators that have been waiting for the opportunity to become one of the Department's many permittees/licensees. Additionally, the same recreational programs offered in the past to Los Angeles County youth, such as surf lessons and surf, beach and volleyball camps, will continue to be offered.

Accordingly, we believe the new selection process has not negatively affected the summer recreational offerings on the beach, but, rather, has enhanced them. We have opened up the Department's old seniority-based permitting system to a fair, open and competitive process that all interested recreational operators can participate in. As a result, we have been able to secure operators just as qualified and experienced as the Department's past permittees that had not been given the opportunity to demonstrate their qualifications or compete for a permit in the past. Importantly, through this selection process, we have also introduced minimum requirements for those recreational offerings we permit on the beaches we own, control or manage. Our youth will benefit far into the future as a result.

There remain summer beach use license locations available, which the Department will accept applications for on a first come, first serve basis. Operators that may have missed the application deadline or did not receive high enough scores to obtain a license through the competitive selection process, thereby, have the ability to secure a summer permit and operate a successful recreational program for the public.

Please let me know if you have any questions or concerns or require any additional information. Unless I receive objections within the next seven business days, I intend to send notifications on Thursday, December 29, to all applicants advising of the results of the selection process.

SHK:KS:CB:PR:ks

Attachments (2)

c: Board Deputies
Executive Officer, Board of Supervisors
Fire Department

2012 Beach and Harbor Use Licensees

Name	License Location	Applicant's Permit Status
Malibu Makos Surf Club (175 pts)	Zuma Beach- Trancas	Previous Permit at Zuma
Nina Matthies VB Camp (133 pts)	Zuma Beach- T-2	Previous Permit at Zuma
Aloha Beach Camp (163 pts)	Zuma Beach- T-6 s/s	Previous Permits at Zuma
Camp Summertime (121 pts)	Zuma Beach- T-12	Previous Permit at Zuma
Aqua Surf (147.3 pts)	Malibu Surfrider- T-1	Previous Permit at Malibu
Freedom AOP #3 (164.1 pts)	Malibu Surfrider- T-3	New applicant
Malibu Longboards Surf #2 (112.3 pts)	Topanga 1	New applicant
Fitness By The Sea (151 pts)	Will Rogers Beach- T-5	Previous permits
Challenge Fitness (117 pts)	Will Rogers Beach- T-8	New applicant
Sandy Day Kids Camp (164 pts)	Will Rogers Beach- T-10	Previous Permit at Will Rogers
Fitness By The Sea (151 pts)	Will Rogers Beach- T-14	Previous permits
Sunshine Volleyball (113 pts)	Will Rogers Beach- T- 15	Previous permit at Will Rogers
Beach Volleyball Camps #1 (153.3 pts)	Will Rogers Beach - T-18	Previous permits
Learn to Surf #2 (165.3 pts)	Venice- Pier n/s	Previous permits
Perfect Day Camp #2 (179.6 pts)	Venice - Rose n/s	New applicant
Kanoa Aquatics #2 (150 pts)	Venice- Navy n/s	Previous permits
Aqua Surf (151.6 pts)	Venice- Driftwood	Previous Permit at Malibu
Freedom AOP #2 (159.8 pts)	Venice- Pier s/s	New applicant
REI (155 pts)	Mother's Beach	Previous permit at Marina Beach
Fitness By The Sea (151 pts)	Dockweiler Beach- T-49	Previous permits
Learn to Surf #1 (165 pts)	Manhattan Beach- 45th St.	Previous permits
Pure Surfing (132.6 pts)	Manhattan Beach- Rosecrans (Surf)	Previous Permit at Manhattan Beach
Freedom AOP #1 (164.1 pts)	Manhattan Beach- Pier n/s	New applicant
Hammerhead (156 pts)	Manhattan Beach- 6th St.	Previous Permit at Manhattan Beach
Perfect Day Camp (189 pts)	Manhattan Beach- 7th St.	New applicant
Beach Sports (187.5 pts)	Manhattan Beach- 14th St.	Previous permits
Kanoa Aquatics #1 (161.6 pts)	Manhattan Beach- 42nd St.	Previous permits
Champ Camp (134 pts)	Manhattan Beach- Marine St.	New applicant
Beach Sports #2 (167.8 pts)	Redondo Beach- Del Mar	Previous permits
Beach Volleyball Camps (150 pts)(2nd Choice)	Redondo Beach- Avenue E s/s	Previous permits
Beach Sports (187.5 pts)	Redondo Beach- Avenue I	Previous permits
Hammerhead (167 pts)	Torrance- Torrance Ramp	Previous Permit at Manhattan Beach
Perfect Day Camp (189 pts)	Torrance Beach- Torrance n/s	New applicant
PV Surf Camp (132 pts)	Torrance Beach- RAT	Previous permit at Torrance

Denied Applications

Name	Applicant's Permit Status
Poseidon (58.3 pts) (Malibu T-1)	Previous permit at Marina Beach
Go Surf LA (125.6 pts)(Malibu T-1)	New applicant
Star Surf (Disqualified)	New applicant
Jon Aharoni (19 pts)(Will Rogers T-18)	Previous permits
Kapowui (113 pts)(Venice - Pier n/s)	New applicant
Golden State Surf Co. (108.6 pts)(Venice-Rose n/s)	New applicant
Malibu Longboards Surf (102.3 pts)(Venice - Navy)*	New applicant
Perfect Day Camp (189 pts)*	New applicant
Poseidon (76.3 pts)(Marina Beach)	Previous permit at Marina Beach
Pro Sup Shop (122.6 pts)(Marina Beach)	Previous permit at Marina Beach
Sunshine Volleyball (109.3 pts)(MB-Rosecrans)*	Previous permit at Will Rogers T-15

*Securing a 2012 summer use license in at least one other location.